



# NEWS

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## FOR IMMEDIATE RELEASE

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### **CHP RECOGNIZES BROADCASTERS' SUPPORT FOR AMBER ALERT SUCCESS**

(Sacramento) Today being the 10<sup>th</sup> anniversary of AMBER Alert nationwide, the California Highway Patrol (CHP) is saluting local broadcasters and the many partners that have helped make the AMBER Alert program a success. California's AMBER Alert program, the California Child Safety AMBER Network, which is coordinated by the CHP, was implemented in August of 2002. To date, the program has led to the safe recovery of 112 children.

"This is a program that relies entirely upon a partnership between government and the media," said Assistant Commissioner Arthur Anderson. "We are especially grateful for the efforts of KFBK, the California Broadcasters Association and the National Weather Service. They serve as key coordinators in the Sacramento region for the AMBER Alert program."

KFBK serves as Valley Division's local primary station (LP1). An LP1 is the broadcast facility designated to receive the initial AMBER Alert, and in-turn activates an alert to all other broadcasters in their area. A presentation was made honoring the local primary station at 10:00 am Friday, January 13<sup>th</sup>, 2006 at CHP Headquarters in Sacramento.

The date marks the 10<sup>th</sup> anniversary of the abduction of nine-year-old Amber Hagerman of Arlington, Texas. Despite a neighbor's description of the abductor, there was no system in place at the time to inform and alert the public. Four days after the abduction, Amber was found murdered.

Residents contacted area radio stations in the wake of this tragedy and suggested that a special alert be in place for child abductions. Working with local law enforcement agencies, radio and television stations in Texas developed a plan using emergency system broadcasts across media outlets to alert the public of child abduction; these alerts became known as AMBER Alerts.

Today, America's Missing: Broadcast Emergency Response Alerts, or AMBER Alert programs are in place in all 50 states. AMBER Alerts have led to the safe recovery of over 200 children nationwide.

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“The AMBER Alert program has been a huge success in California since the CHP partnered with local broadcasters in 2002,” said Assistant Commissioner Anderson. “California leads the way in the number of victim’s recovered.”

In recognition of the 10<sup>th</sup> anniversary of the abduction of Amber Hagerman and the program that was named in her memory, the United States Department of Justice has declared January 13<sup>th</sup> to be National AMBER Alert Awareness Day.

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